



Christine O'Donnell Bio Summary

- 18 years experience in selling and marketing associations and non-profits from the outside in as:
 - Director of Advertising Sales for the National School Boards Association
 - Executive VP of the Colorado Restaurant Association
 - Senior Account Director for Marketing General Inc – marketing agency exclusively for non-profit organizations
 - Account Supervisor with PRACO Ad agency working on the Colorado Tourism Office account
 - Deputy Director for the Colorado Hotel & Lodging Association
- Legislative experience testifying, lobbying and working on state –wide campaigns and ballot initiatives like the CO smoking ban, the minimum wage ballot initiative and more.
- B.S. degree in Communications & Psychology from the University of Maryland, College Park (1989)
- Graduate from the US Chamber of Commerce Institute for Organization Management Program (IOM)
- Recent Speaking Engagements include; International Society of Restaurant Association Executive (ISRAE) Annual Meeting, Nov. 2006, International Facility Management Association Leaders Conference, 2005, GITA Board of Directors Strategic Planning Session, 2004

Having worked in associations and as an outside marketing consultant for associations, I have come to understand that organizations are constantly pushed by their members to be everything to everyone. Organizations are switching gears and reacting to situations constantly. But it often leads them away from their core mission.

Getting back to basics and re-engineering areas of a well-established organization like CH&LA can really take it to the next level. I feel fortunate to be stepping into a solid organization that enjoys credibility on both the state and national scene. I believe I will be able to bring my corporate and association experience to the job and grow revenue through membership and other revenue streams to remain in a strong position to represent and protect the lodging industry of Colorado.

In my mind, there is absolutely no excuse or reason why a lodging property in Colorado is not a member of its own professional organization. It doesn't make good business sense. It may be that we have failed to define our value and significant role in the success of the lodging industry for every owner, operator, or general manager. Membership will be a major focus area for me in the first year and onward.